

Rep Order# 9771683 Ver# 17 Status Revised
EC'd Yes

Traffic Order# 566070

Printed: 10/26/2012 9:51 AM
Last Received: 10/26/2012 9:28 AM
Showing Buylines: All Rep Revised Lines

2 of 4

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 19 & 24 FOR CREDIT TAKEN 1X EA
PLS CF THANKS

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-------------|-----|---------|----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | *16 | M | 530P-6P | FOX13-LIVE@530 | :30 | \$550.00 | 10/15-10/15 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 2.0 | | | | | | | | | | | |

Station Remark: V14 1x n/a dt MLB. Mkgd 1x Sun 10/14 9-10a Fox News Sun
[MADE-GOOD BY LINE(S) 36 37]
V15 Effective Dates Changed

| | | | | | | | | | | | |
|-----|--|--------|-----------------|-----|----------|-------------|---|---|---|----------|--|
| *36 | SU | 9A-10A | FOX NEWS SUNDAY | :30 | \$550.00 | 10/14-10/14 | 1 | 1 | 1 | \$550.00 | |
| | [MKGD FOR SPOTS MISSED ON LN #16: 10/15(1/WK), MKGD FOR SPOTS MISSED ON LN #29: 10/14(1/WK), MKGD FOR SPOTS MISSED ON LN #30: 10/16(1/WK)] | | | | | | | | | | |
| | V15 Added | | | | | | | | | | |

| | | | | | | | | | | | |
|-----|---|-------|-------------|-----|------------|-------------|---|---|---|------------|--|
| *37 | SU | 6P-9P | MLCS GAME 1 | :30 | \$1,500.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,500.00 | |
| | [PART OF A MKGD MADE UP OF LINES 36 37] | | | | | | | | | | |
| | V15 Added | | | | | | | | | | |

| | | | | | | | | | | | |
|-----|-------------|---------|----------------|-----|----------|-------------|---|---|---|--------|--|
| *19 | TH | 530P-6P | FOX13-LIVE@530 | :30 | \$550.00 | 10/18-10/18 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 2.0 | | | | | | | | | | |

[CREDIT WAS TAKEN FOR SPOT ON 10/18 (1/WK)]
V14 Comment Changed
V17 Effective Dates Changed

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|
|----|----|-----|------|---------|-----|------|-------|------------|------------|-------------|------------|---------|

*24 TH 630P-7P SEINFELD
Rating: 1.5
[CREDIT WAS TAKEN FOR SPOT ON 10/18 (1/WK)]
V14 Comment Changed
V17 Effective Dates Changed

| | | | | | | | | | | | |
|-----|----|-------|--------|-----|------------|-------------|---|---|---|--------|--|
| *29 | SU | 5P-6P | THE OT | :30 | \$1,500.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
|-----|----|-------|--------|-----|------------|-------------|---|---|---|--------|--|

Rating: 5.4
Station Remark: V14 1x 10/14 n/a dt no avail. Mkgd 1x Sun 10/14 6-9p NLCS
game 1
[MADE-GOOD BY LINE(S) 36 37]
V15 Effective Dates Changed

| | | | | | | | | | | | |
|-----|----|---------|---------------|-----|------------|-------------|---|---|---|--------|--|
| *30 | TU | 9P-930P | FOX NEWS AT 9 | :30 | \$1,200.00 | 10/16-10/16 | 0 | 0 | 0 | \$0.00 | |
|-----|----|---------|---------------|-----|------------|-------------|---|---|---|--------|--|

Rating: 3.8
Station Remark: V14 TP n/a dt pres debate/PR. Mkgd 1x Sun 10/14 9-1005p IN
[MADE-GOOD BY LINE(S) 36 37]
V15 Effective Dates Changed

---REPORT TOTALS---

Report Totals: 2 / \$2,050.00

---SALES MONTHLY TOTALS---

Oct 12: 30 / \$21,825.00
Sales Totals: 30 / \$21,825.00
Station Totals: 30 / \$21,825.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$109,125
CABL 0% KDLV 0% KJZZ 0% KSL 24% KSTU 20%
KTVX 16% KDCW 5% KUTV 35% UNKB 0% UNKN 0%

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Books null
Demos RA3564